

The Didsbury Pioneer

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VOLUME 53; NO. 8

DIDSURY, ALBERTA, WEDNESDAY, FEBRUARY 24, 1954

\$2.50 a Year; 6¢ a Copy



Lovely Frances Dafae and her partner Morris Bowden of the Toronto Skating Club, outpointed a classic international field at the

World Championships in Oslo recently. Their daring routine was expertly presented before a string of exacting judges.

Zella W.I. February Meeting

Zella W.I. held its February meeting in Zella school Saturday afternoon, Feb. 20, with 12 members present, along with 10 visitors from the Melvin and Ruby branches. One new member was welcomed.

Mrs. R. Fisher of Bancroft gave an interesting account of her trip to Toronto last summer where she attended the A.C.W.W. convention. In the relay roll competition, judged by Mrs. Ross Youngs and Mrs. McNaughton, Mrs. E. Waldrif placed first and Mrs. W. Spooner second.

Mrs. J. W. White was elected delegate to the biennial conference in Drumheller, with Mrs. John Hansen to accompany her as a visitor.

District dues are to be sent to Mrs. A. L. Hogg and 7 cents per member to the F.W.I.C.

Mrs. John Hansen, for her home economics topic, chose "Margarine" and showed how farmers are the main consumers.

Mrs. E. Lowrie will be the next hostess on Thursday, March 18.

Mrs. E. Lowrie was a delegate to the Red Deer convention held in Edmonton, Feb. 18 and 19.

Mrs. Bill Evans and Mrs. William Jahnke will be the next co-hostesses on Friday, March 5th.

BERGEN NOTES

From Our Own Correspondent

Mr. and Mrs. Art Engs and Mr. and Mrs. Earl Lougheed are receiving congratulations both couples being proud parents of baby daughters.

Mr. D. O. Clarke was re-elected by acclamation to the local school board.

Rev. and Mrs. Willard Swalm, Mrs. L. Ratcliffe, Mrs. D. Wiens, Miss Esther Erickson and Miss Mildred Olson attended a Sunday school convention in Calgary last week.

Mrs. Henry Nielsen is a patient in the Olds hospital. We wish her a speedy recovery.

HIGH SCHOOL BONSPIL

HELD HERE SATURDAY

Six local and six visiting rinks engaged in an enjoyable and successful high school bonspiel here last Saturday. Ice was heavy but it failed to dampen the spirits of the young contestants.

The Baxter rink of Crossfield won the Grand Challenge event from Demer of Carstairs; third and fourth went to Adamson of Olds and Shultz of Olds. In that order.

Consolation honors went to LaVerne Trub of Didsbury, who had Evelyn Wilkins, Marlene Vipond and Wayne Shantz assisting him. Konischuk of Carstairs was second; Ken Trub of Didsbury third, and P. Crawford, Didsbury, fourth.

C.P.R. TRAIN TIMES AT DIDSURY
NORTHBOUND:
No. 521—(flag stop) 1:20 a.m. daily.
No. 527—10:04 a.m. (flag stop) Sunday only.
No. 528—11:24 daily except Sunday.
No. 529—12:21 p.m. daily.
SOUTHBOUND:
No. 526—1:50 a.m. daily.
No. 524—12:23 Noon daily.
No. 526—4:58 p.m. daily except Sunday.
No. 528—6:21 p.m. (flag stop) Sunday only.

Mrs. A. L. McInnes Dies In Hospital

Mrs. Jessie McInnes of Didsbury died in hospital here on Monday, February 15.

Born in Renfrew, Ont., Mrs. McInnes moved to Didsbury in 1902. She was a member of the Ruby Women's Institute and the Didsbury O.E.S., and a past worthy grand matron of St. Hilda's Chapter, O.E.S.

Surviving are her husband, Allan; two sons, Walter and Emerson, both of Didsbury; one daughter, Mrs. Hazel Casey, Edmonton; five grandchildren and three great-grandchildren.

Rev. C. C. Armstrong and Rev. A. J. Grams officiated at the funeral service Friday at 2 p.m. in the Evangelical church here. Burial followed in Didsbury cemetery, with Didsbury Funeral Home in charge of arrangements.

LADY CURLERS COME CLOSE IN PROVINCIAL EVENT

Playing in Calgary last Tuesday in the T. Eaton Curling competition, the winner of district No. 7, with Mrs. Reta Gillis as skip were successful in taking section A in the Southern Alberta playdowns, but were edged out by one point in each of the games with Mrs. Moreton of Medicine Hat and Mr. Snider of Glenrose in the finals.

Mrs. Gillis had previously played in Section A on Monday, ending in a tie with Mrs. Brown of Glenrose and won the playoff game in that section Tuesday morning with last rock on an extra end. Mrs. Snider was final winner of the competition in which 12 rinks participated.

The series marked the third time Mrs. Snider had competed for the championship and it was her first victory. Medicine Hat won last year.

The Gillis rink played 37 consecutive ends Tuesday. Other members of the rink were Mrs. Marvel McCoy, Mrs. Janet Kummel and Mrs. Nellie Roberts.

BOARD OF TRADE ANNUAL MEETING

The Didsbury and District Board of trade annual meeting will be held on Tuesday, March 2, at 8:00 p.m. in the Lutheran Church basement.

Selection of officers will take place and plans will be made for the annual Farmers' Bonspiel.

All interested are urged to attend.

Miss Shirley Kruger played 37 consecutive ends Tuesday. Other members of the rink were Mrs. Marvel McCoy, Mrs. Janet Kummel and Mrs. Nellie Roberts.

ST. CYPRIAN'S CHURCH HOLDS ANNUAL MEETING

The annual meeting of St. Cyprian's Church was held at the home of Mrs. Freeman with Canon Morgan, Calgary, in charge. The people's warden reported a successful year.

Mr. E. Walker was elected people's warden. Mr. J. Rupp was re-elected vicar's warden and Mr. D. McMullen was elected lay delegate to synod.

Mrs. Freeman was also hostess to the St. Cyprian's W.A. annual meeting.

The W.A. reported a good year and officers for 1954 are as follows:

President, Mrs. Freeman; secretary, Mrs. L. Sinclair; Dorcas secretary, Mrs. S. Wilkins; Little Helpers secretary, Mrs. E. Walker.

President, Mrs. Freeman; secretary, Mrs. L. Sinclair; Dorcas secretary, Mrs. S. Wilkins; Little

Helpers secretary, Mrs. E. Walker.

atching ribbons on the batons should be colorful on ice.

A smaller ensemble of 12 soloettes from her majorette class will present an entirely new and different dance, using wooden hoops on ice. This number, "Bell Bottom Blues," is done up in naval style with white sailor suits and may complements.

The final and largest group number involves a flag drill with 18 girls from the Olds school. The military precision is executed in four lines with each girl using two flags. The two lines dressed in white and a blue satin.

There will be the usual costume events and races, explained elsewhere in this issue. Something new has been added in the racing section, with the introduction of a bicycle race on ice. Get your entry in early as judges have to decide who will be the winners.

Admission is the same as ever and the entertainment will be great. What more could you ask?

The Didsbury Lions Club Annual Winter Carnival is scheduled to get underway at 8 p.m. this Friday evening, February 26.

This year the Lions Club Boys and Girls Club Band of Calgary, in their colorful uniforms, will lead the procession. The band will play during the evening, as well as accompany some of the other features.

Local performers on skates, who put on such a fine show last year, will again be under the direction of Miss Mae Ringheim. They will present the Fairy Drill, the Gypsy Drill, the Puffin Drill.

Under direction of Florence MacDonald-Owens of Olds, 26 girls will appear in three numbers.

The initial item will again feature 15 flag majorettes in a ribbon baton event. In this, their second appearance in the Didsbury Show, the girls will be costumed in sailor uniforms in tights, magenta and silver. The majorettes vary in age from 4 to 16 and the arrangement in V formation with

the French navy Bathyscaphe leaves the West African port of Dakar for a dive into the unknown waters of the Atlantic Ocean. Under the guiding hand of a French naval lieutenant and an engineer's mate, the craft descended 13,288 feet (more than 2½ miles) earlier

this week, to shatter the old record set by Prof. Auguste Piccard and his son Jacques at 10,339 feet.

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Ramblers Return To Form; Defeat Olds Elks In Weekend Fixtures

Highway Accident Takes Three Lives

One of the worst accidents to occur in this vicinity in recent years happened shortly before noon Saturday. A car, driven by Mr. John Hayes, 25, of Didsbury, apparently went out of control while travelling south and crashed broadside into the northbound auto driven by Mr. J. Labrie of Barrhead.

Police say the crash occurred on a straight, but slippery, stretch of road. A car driven by Mr. John Hayes, 25, of Didsbury, apparently went out of control while travelling

along the slippery highway before hitting the northbound car.

The impact is believed to have been to the left of Labrie's in-vehicle, while Mrs. Wilson died on arrival at hospital and Mr. Wilson died a short time later.

The cars were so badly smashed that the wreckage had to be pried apart before the victims could be removed. Mrs. Hayes, 25, of Didsbury, died at the scene of the accident.

An inquest has been ordered by Dr. H. Epp, coroner, at a date to be decided on. Foreman will be Dale Kimmel, and jury members are Ed Buhler, J. Tugge, J. Holub, Ernie Clarke and Jack McCloy.

The cars were so badly smashed that the wreckage had to be pried apart before the victims could be removed. Mrs. Hayes, 25, of Didsbury, died at the scene of the accident.

According to witnesses, the Wilson car had gone out of control just prior to the accident and was skidding along the slippery highway before hitting the northbound car.

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SPECIAL
FREE CHECK
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A check-up takes minutes—and could save you dollars! For instance, wheels out of alignment can ruin good tires in a few miles. Faulty steering may cause a costly accident. Be sure!

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Guaranteed Radiator Repairs on all makes and models of cars, trucks and tractors—while you wait.

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AND SERVICE**

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**BEHIND
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LOT OF USEFUL
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OF THESE
**USED CAR
BEAUTIES!**



1951 CHEVROLET SEDAN, which has just been overhauled. New tires, radio and air conditioning. A fully guaranteed car for only \$1450

1950 PONTIAC SEDAN, in top condition. This car has a custom radio, air conditioner, seat covers and a visor. A real buy at \$1395

1949 MONARCH SEDAN, which has been completely overhauled. This car has had a new paint job, has a custom radio and is selling for only \$1250

1948 CHEVROLET SEDAN, Economical transportation for only \$850

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YOUR MODERN GARAGE
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NOTICE TO CREDITORS AND CLAIMANTS

In the Estate of JENS FREDERICK ADAMSEN, deceased, of the Hamlet of Bergen, in the Province of Alberta, Farmer, Deceased.

NOTICE is hereby given that all persons having claims upon the estate of the above named JENS FREDERICK ADAMSEN, who died on January 21, 1954, A.D. 1954, are required to file with the undersigned by the 24th day of March, A.D. 1954, a full statement duly verified of their claims and of any securities held by them, and that after that date the Administrators will distribute the estate in accordance among the parties entitled thereto, having regard only to the claims of which notice has been so filed or which have been brought to their knowledge.

DATED THIS 29th day of January, A.D. 1954.

SANDFORD & DICKIE,
Solicitors for the
Administrators,
512 Lancaster Building,
Calgary, Alberta.

6-3tc

CARD OF THANKS

We would like to thank all our friends for the lovely flowers, also for the cards and words of sympathy sent to us during the recent loss of our beloved father and husband.

MRS. ROMYN and BERT
MR. and MRS. HARRY ROMYN
MR. and MRS. ALLAN FRIZZELL

IN MEMORIAM

GABEL, M., loving memory of a dear wife and mother, who passed away Feb. 24th, 1953.

Nothing can ever take away

The love a heart holds dear.

Fond memories linger every day.

Remembrance keeps her near."

Ever remembered by her loving husband, Harry, daughters, Ruth and Orpha, and sons, Goldwin and Lawrence.

Conductor — A wire by which electric current is conducted.

Fuse — A soft-metal device which melts when a circuit is overloaded.

Kilowatt — One thousand watts.

FOR SALE — Olli seed barley, germination test 98%; also Saunders wheat. M. E. Archer, phone 707.

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MODEL A.R. TRACTOR, 1 year old, like new,
Only \$1850.00

1950 AUSTIN SEDAN, sound condition, new
rubber and battery \$595.00

Farm Electrification— A Cooperative Effort!

In a fast-moving, competitive world, electricity becomes, not a convenience, but a virtual necessity. It means increased production for the farmer, as efficient machinery replaces manual labor; for the farm wife, electrical appliances are an aid to easier, cleaner housekeeping—allow more time for husband and family; for the children, proper lighting at home and school is incentive to study and development in mind and body.

Electricity, the modern farm and home servant, is brought to you by your Power Company with the co-operation of:

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Farm

Rural
Electrification
Association

Alberta
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Commission

The Alberta Department of Agriculture which offers the following services to assist residents of rural districts in obtaining electricity:

An agricultural engineer to advise on the use of electricity on the farm. District agriculturists and district home economists will suggest or advise on the use of electricity on the farm and in the home.

Rural electrification schools to acquaint farmers with the handling and use of electricity. In addition, provincial schools of agriculture and home economics include instruction on the uses of electricity in their curriculums. For information consult your district agriculturist or district home economist or write the Department of Agriculture.

Since 1947, some 300 Rural Electrification Associations have received charters under the Co-operative Associations Act. Through these associations, farmers unite to further their plans for rural electrification. When the association has raised 50% of the estimated line costs, the other 50% can be borrowed under the Co-operative Marketing Associations Guarantee Act. Under this act, more than \$14,000,000 worth of association lines have been built. More than \$6,000,000 of this amount was borrowed under the guarantee of the Provincial Treasurer. The Rural Electrification Revolving Fund Act, passed on April 2, 1953, enables associations to borrow from a fund of \$10,000,000, provided the association has raised 15% of the total estimated cost of the line, or at least \$150 per member. The Co-operative Activities Branch of the Department of Industries and Labor arranges these loans which are repayable within 10 years at the simple interest rate of 3 1/2% per annum.

Your Alberta Power Commission is charged with the responsibility of seeing that the construction of power lines is done at cost; that power is delivered to farmers at cost; and that the Power Companies do their accounting for them in the proper manner. The Power Commission insists that the principles of area coverage be carried out. Lines must be designed to permit extension to farms located beyond the immediate coverage area. Then, year by year, it can be expanded until even the most remote farm home is serviced with electricity. In 1953, power was brought to 6,126 farms, to bring the total of farm homes electrified to 24,181. Construction of farm lines made it possible for 3,462 other rural consumers to obtain electricity. The Power Commission hopes to continue the spread of farm electrification to 5,000 farms per year. At this rate, some 67,000 of Alberta's 84,000 farm homes will be serviced with electrical power by 1960. Complete information upon request.

GOVERNMENT OF THE

PROVINCE OF ALBERTA

Alberta Union R.E.A.'s Active

Mr. Clydo Stauffer, President of the Alberta Union of Rural Electric Association has this to say about the activities of the Union:

"In 1949 when rural electrification in Alberta was very much in its infancy, a number of local R.E.A.s began with the need of a central organization. After several months of corresponding back and forth in 1950, the present Alberta Union of Rural Electric Association was set up. It consists of President, Vice-President and five Directors, spaced to represent the sections of the province of Alberta.

"While many feel this central body was several years late in its organization, too late to give the farmer either any part of the working or drawing up of contracts and master contracts, yet this union has a job to do. Alberta farmers are not all served with electricity and not all want it. Central union is to come. The union offers you the advice of several years of experience of older R.E.A.s and offers to assist you in making your organization which are cropping up every few months from one or another R.E.A. throughout Alberta.

"This union has a very important duty to do to keep going the schools of Rural Electrification which is one of the most important utilities ever to come to the Alberta farmer. The writer had the power turned on May 1, 1950. That is the day the best hired man ever came on his farm. What does that man do? Every job he is asked to do is done, larger or smaller, makes no difference to him if you work him long or short hours, he is always on the job. Does his work cost a very steep price? No, he is the most important of all, he is the cheapest man I have ever had. Yes, farm electrification has brought a

WHAT IS A FUSE?

The fuse in your home is a traffic policeman that "stops" electricity when something goes wrong—a safety valve. So you see, a fuse is not a mistake but is a protection for your electric appliances.

It is easy to tell a "blown" fuse—just the metal link across the wires has broken. This is a traffic bridge for a measured amount of current. When the circuit is overloaded or "shorted," the fuse "blows out" and the current stops.

Most folks renew their own fuses. It's very easy and as simple as changing a lamp bulb. First turn off the main switch, remove the blown fuse and insert a new one. Never use a substitute, such as a coin, nor a fuse of too high amperage — both are dangerous.

new Alberta to farmers. It is different in the house, is different in the barn, in the yard, granaries, shop, garage, household pump house, etc. The blown fuse is different all over the farm.

"Congratulations are due Alberta power companies, who are so accurate and efficient, coming to the Alberta Power Commission and the Alberta Co-op Activities branch for making funds available for the power line, so we can buy, lay and install the power. Yet it must all be paid back, but few farmers object to paying for anything they really like. I have never yet heard of a farmer who would not say "I don't like it, take it out."

Here is a list of the officers and directors:

OFFICERS:
Clyde Stauffer—President,
K. McLaren—Vice-President,
A. N. Hansen—Secretary

DIVISION DIRECTORS:

M. Shield
A. Hansen
Chester Sayers
Jack Sheinfeld
Adolph Schindler

Judges In Trouble In Essay Contest

Judges Have Difficulty In

Calgary Power Essay Contest

When you read the various

essays submitted to the story con-

test you will realize what a diffi-

cult task the judges had in picking

Not only have all the stories been well thought out, but many of them are very similar in presentation. The writers have used novel and interesting ways of presenting the value of farm electrification to the rural dweller. Many have been very good and many have shown that they made a sincere effort not only to write a good essay, but to show how they all want a good power line.

Only the judges can say that the barn, with children playing, is a better way of life than they had before. They also show how hard both the farmer and his wife, had to work to maintain the amenities of life before electrification.

The judges expressed the opinion that it was too bad everyone would not have the opportunity of having a power line. After voting, the consensus was that our school system cannot be said and after all.

It was unfortunate that some entries had to be ruled out because they ran over the word limit of 500 words set forth in the contest rules. An entry was ruled out in some cases because it would not be fair to those who held their stories down to the limit laid down in the contest rules. The judges said "their enthusiasm for Farm Electrification just ran away with them."

Farm Use of Power Increases — Cost Decreases

Here is how the average consumption of electricity for use on the farm has increased since 1931:

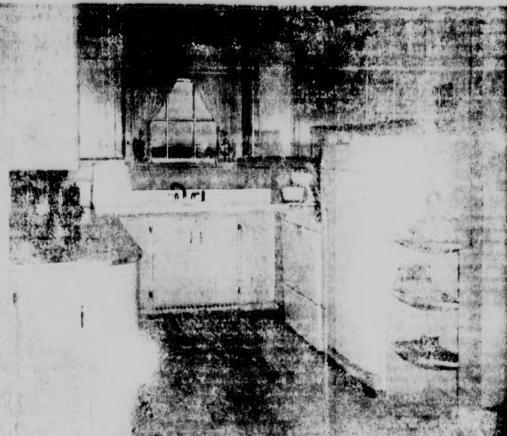
Year	Average Consumption Per Farm Per Month
1931	60
1935	65
1939	95
1945	135
1952	250

Monthly consumption in 1952 was 426 per cent of the consumption in 1931.

Here is how the average cost per kilowatt hour of electricity for farm use has dropped since 1931:

Year	Average Cost per kWh
1931	1.40
1935	1.05
1939	0.82
1945	0.74
1952	0.60

The average cost per kWh in 1952 was just one-quarter of the average price paid in 1931.



To Mrs. Farmer electrification means an ultra modern kitchen like this one.

WARNING!

Power Lines Can Be Dangerous

Most of the good people in families with their telephone lines leading into their houses, and the radio aerial commonly used for radio reception, these wires are quite safe to touch. **HOWEVER**, should any of these wires come in contact with rural power lines, or any other power line, they may be quite voltage charged with a very high voltage.

If your telephone lead-in or even fence wires should suddenly begin to sizzle and glow, **DO NOT TOUCH IT**. DO NOT LET ANYONE ELSE TOUCH IT. Leave someone to keep everyone away from it and get word to your telephone service man as quickly as possible.

Any attempt to take hold of a sizzling or smoking wire could result in serious burns or even death. If the wire should catch fire, do not touch it or turn it off. DO NOT THROW WATER ON IT. Water will conduct electricity right back to your hand. Use a PYRENE extinguisher or a Carbon Dioxide extinguisher.

Ampere — The measurement of electric current flowing through a conductor or circuit. It is usually shown as "amp."

Any appliance lasts longer and gives better service if it is used according to the instructions given by the manufacturer. Several general rules are worth noting:

1. Plug them in and carry them so they won't fall.

2. Clean them periodically.

3. Never let them overheat.

4. Have convenience outlets for appliance connections. Drop cords and lighting fixtures do not carry enough electricity for most appliances.

5. Do not kink cords. Keep oil

and grease off them.

6. Disconnect most appliances immediately after use. Disconnect them at the outlet end of the cord.

7. Pull the plug — not the cord — when disconnecting the appliance.

8. Check at regular intervals for loose connections.

9. Follow the printed directions supplied by the manufacturer.

Watt — The unit of measurement of power. 1 volt x 1 amp equals 1 watt.

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Livestock Marketing Association
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* We salute the Alberta utilities for their extensive and progressive rural electrification program in which it has been our privilege to participate.

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BEST ATTAINABLE IMAGE

FROM DOCUMENTS AND FILM

The History Of Farm Electrification In Alberta

It is impossible to say accurately just when farm electrification started in Alberta, but we know it was first provided by small individual light companies which were scattered throughout the province. There have been a number of makes on the market, we believe the early pioneering was done with Delco lighting plants. Over 30 years ago, Delco, Dutton and other lighting plants all over Alberta in the early days to make demonstrations at farms and cross-road stations.

There is still a demand place in farm electrification for individual isolated plants today. Many farms in Alberta are situated that it is virtually impossible, or at least uneconomical, to bring in a central station service to them. Here consideration must be given not only to the prohibitive first cost of lighting, but also to the high maintenance costs and depreciation charges. This would make the rate for power so expensive that most farmers could not afford to use this service.

Small lighting plants, supplemented wherever possible with windchargers will prove quite economical for lighting and the operation of household appliances. Many of them are still being installed every year.

Until about 25 years ago most cities, towns and villages where electric service was available received service from power plants. There were relatively few transmission lines and consequently many farmers wished an electric service. It was then decided to build a line himself from a city, town or village, if he lived near one, or obtain his service by means of his own generating plant.

In many of the towns and villages there was provided only on a part-time basis. The majority of them were in use during the evenings, from 7 o'clock until 12 or 1 o'clock at night. In some cases the town's service was also provided on Monday mornings for washing and Tuesday afternoons for ironing. However, it was late and of little use and very much appreciated, though only relatively few people had electric washing machines or electric irons.

With electrification there can be no progress. Power Company engineers had a vision of providing central station electric service for as many farmers as possible. This vision included the possibility of farm electrification.

In 1926 Calgary Power started to branch out to rural Alberta from Calgary, which was supplying a good part of the city's electric needs from plants on the Bow River. The first of such lines was constructed from the Bow River. In 1927 this line was extended towards Lethbridge and between then and 1931 lines were constructed from the Bow River to Westlock in the north, with lateral lines east to Maclellan, Saskatchewan. Wainwright, Bassano, The west, Pioneer Creek, and later to Rock Mountain House and Nordegg. Note the construction of a high-voltage line between Calgary and Lethbridge was completed in 1935. This line joins the last city in the province to the network which interconnects all other cities.

With transmission lines spread almost completely over the more thickly populated areas of Alberta, it was thought that farm electrification would develop quite rapidly. With this thought in mind, Calgary Power constructed the first comprehensive farm electrification area in the province. This was the area around the Victoria, Ensign and Brant area. The experiment proved to be a failure. At least the enthusiasm of the farmer supplied was much less than was expected.

There have been many theories advanced as to why rural electrification did not develop along with the power company's original transmission lines construction. One theory was that the costs were too high, but that is not true. Many years ago, when the first farm electrification were tried and individual farmers were offered service at a very low construction cost, but only a few accepted the offer. This was so generally that farmers were not ready to accept the benefit of electric service because they did not realize how electric service could increase farm production. Consumer demand, like public opinion, must lead the way.

Over the next ten years many promotional schemes were tried to encourage farmers to take service and some did, but the majority were not electrically minded and remained uninterested. Before the war, although Calgary Power had approximately 2,500 miles of transmission line in operation, less than 400 farmers had been supplied to serve a very small area. This condition extended all over Canada and especially in Manitoba and Saskatchewan.

In the later period of the war a great emphasis was laid on peak production of agricultural products. Because of the shortage of manpower for farm help, the heavy tasks which could be done by electrical motors and appliances became more and more apparent to an increasing number of farmers, who were then offered the far-reaching advantages of electric service.

In all plans for reconstruction programs, farm electrification had a high priority on every list. Power companies realized this and made plans to be put into effect as soon as materials and manpower were available; but there were many problems to be faced.

In approaching the problem of farm electrification in Alberta on a wide scale, it immediately be-

came apparent that some finding investigations would have to be carried out. To do this, power companies sent representatives to the United States to determine what had the working carried out there by Rural Electrification Cooperative Associations. Plans and developments in parts of Canada were also studied. From these observations and the facts revealed in various reports it was decided a survey would have to be made to determine the cost of farm electrification which could be carried out in Alberta and that might be considered economically feasible.

In 1945 Andrew Stewart, now president of the University of Alberta, was engaged by the provincial government to make a report to the Research Council of Alberta on the possibilities of rural electrification in this province. He made a very comprehensive study of this subject with the help of

various departments of the government, members of the engineering staffs of the power companies and others.

In conjunction with this study, it was decided by the power companies to determine rural electrification areas which could be developed in order to obtain first hand information on what results might be obtained under certain conditions. They selected an area. The decision to develop experimental areas was a wise one, and much necessary information was obtained in this regard as to the possible scope of a large program and the cost thereof, was tentatively determined. The probable number of farms per mile of line was determined, and the cost per mile was ascertained.

The soundness of the decision to do this much has now been established beyond question. Today more than 300 Rural Electrification Cooperative Associations are incorporated with more being formed constantly. By the end of February 1947, 1,228 farms in Alberta will be enjoying the benefits of electricity on the farm.

This is co-operation at its best. First of all, the power company should be to farmers themselves, the government of Alberta which backs the loans of the associations, and gives assistance in the forming of co-operatives, and

to the power companies which do the engineering, making the power available, and undertake the job of construction and operation of the systems for the co-operative associations.

Farm electrification represents one of the most effective jobs of cooperative effort ever carried out in the province. Considering the fact that only a handful of farms had rural electrification in 1940, the accomplishment which has been made in less than ten years is really outstanding an accomplishment which all those involved in the project, the power companies and the suppliers of the necessary material which had a part in this work, can be justly proud.

Farmer's help in the cooperatives is the cornerstone of the projects. This tends to reduce the cost, something which could not be achieved if the projects were carried out either by the power company alone, or by the government alone.

Service Entrance — Usually a built-in wall box in which one or more circuit breakers or fuses are enclosed. The branch circuits of the house are connected here.



MR. CLYDE STAUFFER
President of the Alberta Union of
Rural Electrification Association.

Kilowatt-hour — One kWh is a kilowatt of electricity put to work for one hour. Farmers in Alberta pay 2 cents for one kWh.



Alberta Farm Electrification



How It Has Expanded In the Past Few Years

For every Alberta farm electrified at the beginning of 1947 there are twenty electrified today. From the nine small areas served at that time, Alberta Farm Electrification has expanded until today it reaches from the International Boundary to a hundred miles north of Edmonton, and from the Saskatchewan border to the timber fringes west of Rocky Mountain House. In addition, several areas in the Peace River District are also electrified.

The two maps on the right give you a graphic comparison. As indicated, many of the gaps are being rapidly filled in.

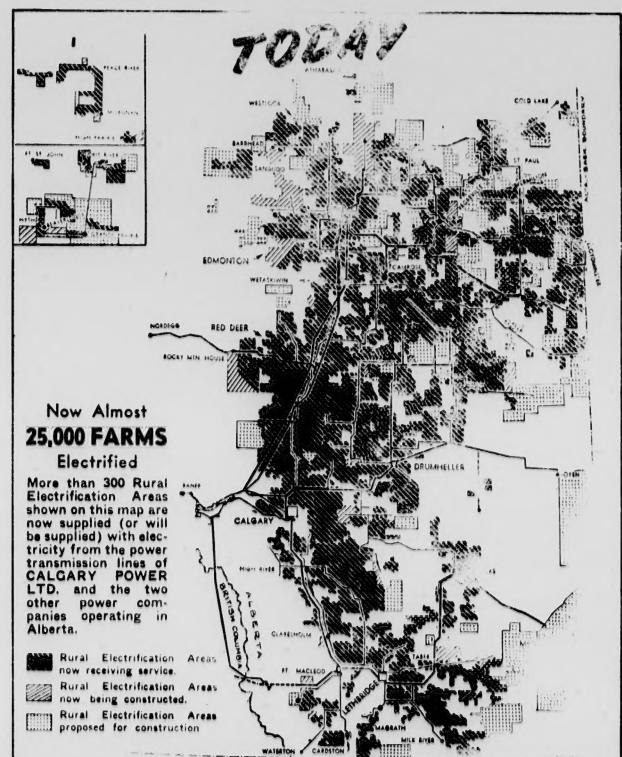
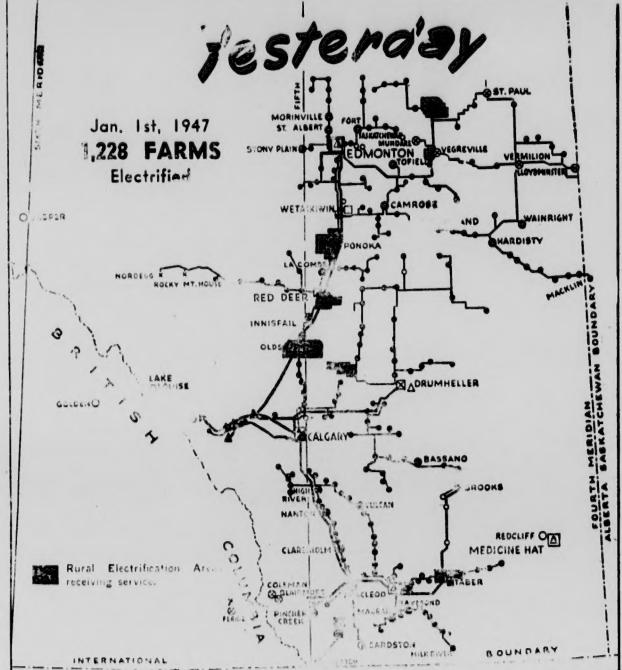
To achieve the present expansion in Farm Electrification great quantities of materials have been required. Included are the following:

Poles	300,000
Wire	60,000 miles
Transformers	24,100
Meters	24,376

And countless thousands of other items.



Helping to Build a Better Alberta





By the smile of this farm housewife, Farm Electrification has brought an end to saddle-iron drudgery.

Rural Inspection

The tremendous increase in rural electrification has resulted in a proportionately greater demand for Government Inspection Services, which are provided by the Electrical Branch of the Department of Industries and Labour.

All electrical work in the Province must be covered by a permit obtained from the above Branch.

It is by this means that a record is maintained of such work. The ideal, as far as inspections are concerned, would be to have each installation inspected, and any necessary corrections made before the connection of the installation to the power lines. This has been found to be a physical impossibility in rural areas but all installations will eventually be inspected and, where necessary, recommendations made to ensure that they are reasonably free from fire or shock.

Second Prize Story In Calgary Power

Submitted by
Mrs. R. A. McRoberts, Irma, Alta.
WHAT ELECTRICITY ON THE FARM MEANS TO OUR FAMILY'S WAY OF LIFE

This summer a dream came true for our community just as it has for many rural people all over Alberta within the past few years. Our farm became electrified. In a few short months the survey was made, poles erected, lines strung, which is called "Calgary Power" to bring into our homes that wonderful "juice" which means economy, safety, cleanliness, comfort and convenience in all phases of farm life.

At first it was a lovely novelty just to have lights. What a pleasure it was to put away those dirty, dangerous oil lamps. Now when the children can light their own way safely upstairs, and the joy of having a light in the basement and outside in the barn and buildings, can only be appreciated by those for whom these areas were always in darkness after nightfall, unless lit by some smoky old lantern or flickering oil light.

Gradually we are all adding to our electrical equipment. Some are buying pump engines, irons and toasters, and for a time the vacuum cleaner salesman held a field day in our territory. Most of us had our washing machines converted immediately. How lovely it is to plug in a motor which turns a washing machine instead of having to kick that old brute, the gas engine, into its sluggish life, only to have it cough and splutter its way through the wash and then die suddenly whenever the men go off the place!

The power will greatly increase our comfort all year around. With the electric heater we can sit all winter and not need to be pulled with a team or pushed down some convenient hill. We can use electric irons and blankets and baby bottle warmers. Next summer, refrigerators, fans and hot plates will add immeasurably to the comfort of busy days of cooking and caring.

Outside, Reddy Kilowatt is an obedient and speedy servant to help with chores and work all over the farm.

Many of us cannot immediately

hazards.

The growth of rural electrification brought with it many problems, particularly with electrical installations on farms. In recognition of this, rural wiring regulations were adopted, at the beginning of the rural electrification expansion program. These regulations call for in detail the requirements which must be met by electrical work in such locations, taking into account the varying conditions which occur in farm buildings at different seasons of the year, the protection of property and livestock to electric shock, conversion of low voltage installations for connection to utility systems, etc. The regulations are revised as new problems arise, the latest edition having been published only a few months ago, so that electrical equipment installed according to them will present the minimum risk of fire and shock.

install the larger appliances such as electric stoves and freezers, but dreams cannot all come true at once! Nor have we been able to find the electric chair which our young hopeful wanted to buy for

Daddy. (Makers of good quality electric chairs, please note.)

Calgary Power helped old Santa this year, too. Most of us wish we had a dollar for every clock, lamp and mixer given to the ladies this

Christmas; yet the biggest thrill did not come from any of the lovely new electrical equipment. Best to see were the little delighted faces looking at the shining lights on the Christmas tree.



Where's Mother?

An empty kitchen prompts the question, "Where's Mother?" It was not so many years ago that you could usually find her in the kitchen where she spent so much time cooking meals and doing family chores. Today, Mother may be doing other things around the home—or just relaxing. And whatever she is doing you can be sure it has her undivided attention—now that she's got an electric kitchen!

Meals for the family are cooked to perfection in an electric range that can be set to have dinner ready at whatever time she desires. She never worries about food spoilage because her self-defrosting electric refrigerator keeps all food garden-fresh. Housecleaning and laundry are easily and quickly done with modern vacuum cleaner and automatic laundry equipment and, of course, television and radio have made the home a bright centre of entertainment and relaxation.

Northern Electric's contribution to better living includes supplying wire and cable and other items necessary to carry electricity from its source to your home. In addition, Northern Electric also distributes such time and work saving devices as Gurney Electric Ranges, Leonard Refrigerators, "Jet 99" Vacuum Cleaners and Gainaday Home Laundry Equipment, as well as radio and television receivers.

Northern Electric really helps you **LIVE BETTER**.

Northern Electric
COMPANY LIMITED



A NATIONAL ELECTRICAL SERVICE

Your Two Best And Cheapest Servants

"Electric Power" and the "Phone On Your Wall"

Congratulations to Calgary Power and your Mutual Telephone Companies for their active part in developing a happier rural life in Alberta.

We are privileged to serve them both

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Wood Preserving Yard
Phone 3
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Treated Power and Telephone Poles

Congratulations

REDDY KILOWATT YOUR ELECTRIC SERVANT

CONGRATULATIONS to Alberta and to those who have been responsible for getting the job of Farm Electrification so well on its way. The Farmers, the Government of Alberta, the Power Companies and the Suppliers of Electrical Material and Equipment.

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Your Electric Servant



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JAMES CURRIE, Editor and Publisher

Through The
Study Window

By REV. C. C. ARMSTRONG

A riddle that has been asked in our house goes like this: "What is no good unless it is broken?" The correct answer, I have been told, is "An egg." As a boy, I was very fond of eggs, with life and eggs. I think that the same answer goes to a similar riddle: "What ought not to be broken unless it is good?"

A habit is very much like an egg. It may start out like completely innocent and unspoiled, only to end up in the ranks of the veterans of the old brigade, as we have been told in the words of a delightful song, which tells us an egg is bad and we're reaping the benefit.

This is truly a push button age. At the flick of a switch the local butcher starts his refrigerators, the feed mill operator puts his grain into action, the wheels of the

Third Prize Story
In Power ContestSubmitted by
Deanne Kimmelman,
Bashaw, Alta.THE ADVANTAGES OF
ELECTRIC POWER
TO OUR TOWN

Watt's Watt With Electricity

Electricity! Truly a magical power that is simple and safe. Have you ever stopped to think what it means to us, in our towns and villages? Perhaps its full significance can only be felt by those who have never experienced it. Yes, there was a time when our towns had no electricity, but due to the ingenuity and foresight of men such as Franklin, Edison and Faraday, that time has gone and we're reaping the benefit.

This is truly a push button age.

At the flick of a switch the local

many stokers heating our homes and babies' bath water is not heated atop the stove in a boiler. As the theatres begin to roll, and in times of danger the fire alarm begins sounding. Who can imagine helped on the other side of the switch? Why, Electricity!

A blessing done up in switches and plugs is electricity to the housewife. As she plugs in a kettle, here, turns on a radio, and there, connects her iron, starts her mixmaster, and sets the dial on her electric range, she never longs for the good old days. They were without power.

Not only a beacon to weary traveler, but also a beacon to brighten our daily lives is electric lighting. Can you imagine a normal day in an average Canadian town without it? A shop keeper would not relish the thought of lighting his premises with candles, as he would get lamp in our schools, to be understandably cumbersome. Our streets would be dark and neon lights would no longer flash. Furthermore, how would we light up our Christmas trees?

Heat! But another product of electricity. Electric powered for electrically heated homes and stores, electric stoves provide us with a clean, economical means of cooking; while small, portable electric heaters act as everything from a warm-up to a space heater. Electric elements bring water from our tap steaming hot, a luxury unsurpassable.

Yes, we have come a long way in the past few years, but how much credit is due electricity? No longer does Mother sweat over a hot cookstove, while Father carries coal and empties ashes seemingly constantly. No, Junior does not

come from a row of poles marching out as far as the eye can see, has brought a miracle to our towns with advantages never before dreamed of. As Reddy Kilowatt would say: "The advantages electric service brings to our town are invaluable. That's watt's watt!"

Outlet — The point in a wiring system where electricity is taken from the circuit to supply lighting, heating or power for appliances or equipment. Where extension cords and plugs are used it may be known as a convenience outlet



1954 OLDSMOBILE SUPER '88' FOUR-DOOR SEDAN

Road-hugging beauty and a smooth ride are characteristic of this lowest of Oldsmobiles, the 1954 model. road height of 60.5 inches as exemplified in this Super '88' four-door sedan. The custom-style panoramic windshield greatly increases forward vision and helps accent the low contour hood and rear deck. The wraparound windshield gracefully merges with the new keystone-shaped wind vent. The cowl-wide ventilation with slanted steel hood and the new front and rear air vents are part of the new air flow system, which is incorporated in a compact unit at the rear of the engine compartment. Interior appointments are luxurious, with three upholstery color choices in two types of nylon cloth. Powering the Super '88' is a more powerful 185 h.p. "Rocket" engine with 8.3 to 1 compression ratio. Safety power steering, power brakes, Hydra-Matic Drive, Autronic Eye, two-tone paint, rear wheel fender panels and white wall tires are optional extras.

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DEALER'S

The newest new Oldsmobile in fifty-seven years!
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THE
CAR OF
TOMORROW



Car illustrated: 1954 Super '88' Holiday Coupe. © General Motors Corp.



O 454A

ANNOUNCING the breath-taking new Oldsmobile Super '88' for 1954! The Oldsmobile so ultra-new in design . . . so original in style throughout . . . here's never been a car like it before! Just wait till you see its new lower, longer, lovelier silhouette! The daring new slant of its panoramic windshield! The dramatic new flair in its sweep-cut doors and fenders! And just wait till you drive the new 155-horsepower World-Record "Rocket" Engine with 8.3 to 1 compression ratio — the engine that outperforms and out-economizes even the power-hungry '53 "Rocket". For a new view on modern automobiles, see the new Super '88'. And watch for Oldsmobile's new "Dream Car" — the classic Ninety-Eight — coming to your dealer's soon!

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ELECTRIC WIRING
— ★ —
DICKAU
ELECTRIC

First Prize Story
In Power Contest

Submitted by
Mrs. Harold Almberg, Czar, Alta.
WHAT ELECTRICITY ON THE
FARM MEANS TO OUR
FAMILY WAY OF LIFE

Brightness is the theme of our life since we moved to the farm about two years ago. We have a long, straight road connecting us to Calgary Power. Perhaps my husband and I appreciate it especially since we worked for a year in trying to get the power line signed and accomplished the hardest part — the financing. We feel the power line is partly "our baby." The result of our effort is a cleaner operation.

When finally the power was turned on, we felt that we were truly emerging from the dark ages; from the darkness of oil and we were in a bright world where our dreams might become reality. We can inspect all the modern appliances and toward these we want most. Because in our mind of getting the power is a sizeable investment, we feel that only by using power in all possible ways, can we realize the full value of our investment.

By having a competent job of wiring done, we are now free of many former fire hazards. Lamp shades, heating, etc. On these frosty mornings my husband finds it pleasant to have his car or truck start instantly, warmed by block heaters. Two oil burners are members of the Beef Club, heated water in the stock tank and electric lights in the barn are helpful to them in successful care of their winter chores. But, perhaps in mind, we have a better chance of survival, with a heat lamp keeping them cosy, instead of snuggling beside a sow which might smother.

Electrical appliances in the home spell the difference between carefree housekeeping and drudgery. What a pleasure to be free of the many daily chores of washing machine. Our friggen in the basement is wonderful in

Lacombe Bull Sale,
April 7th and 8th

At a director's meeting of the Central Alberta Cattle Breeders' Association held February 9th, it was decided to hold the showing of bulls for the forthcoming Lacombe Hereford Bull Sale on the afternoon of April 7th, and to continue at 2 p.m. and to hold the sale on April 8th, commencing at 9 a.m. Altogether there are 145 bulls entered by 63 contributors.

The auctioneers will be C. F. and N. T. Danmon of Bentley; Archie Boyce, Olds, and Harry Hays, Calgary.

Keeping various fresh meats available.

Vitamin-rich fruits and vegetables are just as popular as much as flavor than canned ones we had before. The vacuum cleaner is my special pet; used every day if it were possible. It also does a fine job of spraying wax on the floors. My steam iron does that part of the laundry in half the time.

A portable heater is a comfort whether used to heat the bathroom or dispel drafts while dressing the baby. Recently, a very cold night cold that I feared might put me in hospital, but after a few hours on the heating pad, my chest was clear. Our neighbor borrowed it later and was also speedily cured.

There is a great deal of satisfaction in seeing electrical appliances do heavy manual labor easily and inexpensively. The time saved, we spend in cultural pursuits with the family or in social work; every community organization is crying for helpers.

This country was built on the dreams of our pioneer fathers; for the future, we have vivid dreams of the endless possibilities that rural electrification can bring to us.

DIDSBUZY OPERA THEATRE

Week-Day Shows at 8:00 p.m.
Saturday Matinee 2:30 — Evening 7:30 & 9:30

THURS., FRI., SAT.:
FEB. 25, 26, 27:

MON., TUES., WED.:
MARCH 1, 2, 3:

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UNTIL 1500 MARINES
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PLEASURE
ISLAND
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WHAT EVERY
YOUNG GIRL
SHOULD KNOW

LEO GENE · DON TAYLOR
— WITH ROBERT LAMONTAGNE
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FOR
THE
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BLIST"
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OF
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M-G-M presents
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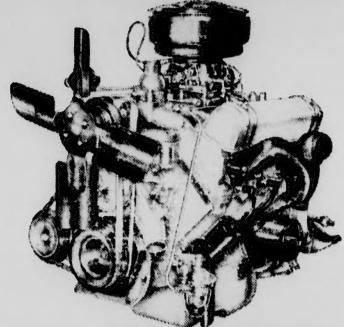
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Book by George Brakke
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For you, this means top operating economy, less maintenance, better flexibility and power-response with an engine that's built to master your hauling jobs.

MERCURY OFFERS OVER 125 MODELS IN 10 great series — 18 wheelbases — models from 4,000 to 16,000 lbs. G.V.W. — safer, more comfortable "driver-engineered" cabs. Whatever you haul, there's a Mercury Truck built for your business!

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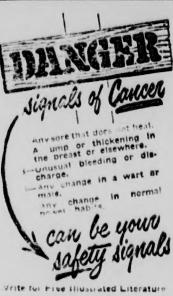
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BERT PREVOST, Prop.

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\$5,422,850
is needed this year

Local Campaign Headquarters
and Telephone Number

Specialty Award In Calgary Power

Submitted by Mrs. Mel Richards,
Olds, Alta.

WHAT ELECTRICITY ON THE FARM MEANS TO OUR FARMERS

Little did I think two years ago when we first used Calgary Power in our home, that it would ever mean more to me than an exceptionally convenient facility to

To the average housewife it proves to be a time-saver in the form of mixmaster, washing machines, irons, etc. It reduces the time spent in the use of refrigerators and deep freezers and definitely brings about more efficiency in the home through the use of vacuum cleaners, water systems and other numerous conveniences but to me, having been stricken with polio a year and one-half ago, it means truly everything!

We haven't all the facilities and appliances that others enjoy but those we have help me enough that I can at least be in my own home and manage things well enough to not require hired help outside. Even the house lights themselves help tremendously as when I'm occasionally home by myself, I would hesitate to rely on my weak arm to turn on my lighting gear. From my wheelchair, which I find necessary to use when doing my housework, I can do a reasonably good job of vacuuming the floors, while with the broom or dust mop the corners and areas under furniture had to go undone. I found it extremely difficult to use either spoon or fork but after baking when baking, but now I enjoy the convenience of a mixmaster, consequently no excuse can be made to dear husband when the house shows no sign of fresh baking!

Now just a word for what Calgary Power does to help my husband outside. He has to care about the cattle, hogs and profits from the livestock and poultry. Heat lamps give the tiny pigs and calves an extra supply of warmth when first born. The heating of the brooder, poultry water warmers and time clocks in the chicken house help to boost egg production.

May I add too, that during my stay in the hospital, electricity proved a tremendous help to my husband. When he had to come in the house after chores were done and prepare a meal, I do believe our hot plate and electric kettle worked overtime!

Is there any wonder then that my husband and I and our family of three enjoy and appreciate the convenience of Calgary Power to the fullest extent?



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AT FAIR PRICES.
FONE FOX FIRST
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Catalogue — Free Chicks on
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Story Contest Prize Winners



We would like to thank all who sent in essays for the Story Contest. On the whole they were very good and we wish everyone could have the opportunity of reading them.

CALGARY POWER LTD.
HELPING TO BUILD A BETTER ALBERTA

Rural Electrification Revolving Fund

April 2, 1953, marked a new era in the development of Rural Electrification in Alberta. Your Alberta Government, up to that date, had provided financial assistance through the Co-Operative Marketing Associations Guarantee Act, in the building of co-operatively owned rural electrification lines.

At that time, the total investment in association lines was estimated at \$14,000,000.00. Of this amount, \$6,002,160.00 had been borrowed under the guarantee of the provincial Treasurer to electricify 14,678 farms.

Mr. J. A. MacKenzie, E. C. Manning considered that as more outlying areas were being considered for farm electrification, more financial assistance would be necessary. To further this end, The Rural Electrification Revolving Fund Act was proposed to work in conjunction with the Guarantee Act.

Under the Revolving Fund Act, a revolving fund of \$10,000,000.00 was set up, which would be available for the use of rural electrification associations when building power lines. The money is to be borrowed from the Fund through the Co-Operative Activities Branch of the Department of Industries and Labour.

Interest is set at 3½% per annum on the unpaid principal, and provision is made for advance payment of the interest, and consequent reduction of the principal.

To integrate the rural electrification development in the Province, the Alberta Power Commission reviews each application, and if the project is considered in the best interests if the district, a Certificate of Approval is granted.

This Certificate is the necessary authority for the Supervisor of Co-Operative Activities to forward to the Association a loan agreement blank, which when signed and sealed, and returned with the appropriate number of men needed, the money may be borrowed from the fund.

The Association need raise only 15% of the estimated cost of the project and the individual member may contribute as little as \$15.00 cash to finance his share of the project.

The largest single advance from the Fund to date has been \$288,800.00 to allow 384 farms in the Strawberry Rural Electrification

Association to be served with power.

Financing under this planned development of Rural Electrification in 1953 exceeded all estimates and is estimated to cost \$28,000.00 to serve 5,157 farms under construction, with financing arranged under The Revolving Fund Act, from June 1 to December 31, 1953.

Loans granted or arranged for had amounted to \$421,569.00 in that short space of time.

In addition, during the same

period, another 1,000 farms had been electrified under The Guarantee Act, so that we in the Alberta Government, feel justly proud of the developments which are taking place in the rural areas of Alberta.

Norman A. Willmore,
Minister of
Industries and Labour

Volt — The unit of measurement of the electrical pressure which causes current to flow through a conductor or circuit.

Service Switch — This is usually a knife-type switch, mounted in the electrical sense between the wires. It connects the yard pole to make and break the circuit between the distribution system and the house wiring system.

Most house wiring is designed for 15 amperes and is safe to carry 15 amperes of current. Never overload any one such circuit with more than 1725 watts total or you will blow your fuse.

When replacing a fuse never use a substitute... use only the right size fuse. Keep a good supply of the right size fuses on hand.

POLES*

to girdle the Earth for Alberta's Farm Services



* During 1953 this firm alone provided Calgary Power Ltd. and Farm Electric Services Ltd. with over 30,000 poles.

Farm electrification in Alberta is expanding so rapidly that the poles required since 1946, if spaced only 550 feet apart, would girdle the earth at the equator.

B. J. CARNEY & COMPANY
Western Red Cedar Poles
SPOKANE, WASHINGTON

ENDERBY, B.C.

DEPENDABLY SERVING FARM ELECTRIC SERVICES!



PACKARD TRANSFORMERS

When electrical power leaves the Ghost Plant, the Spray or any other plant serving the Farm Electric Services, the voltage is much too high for practical use. It would cause serious damage to your farm and home electrical equipment. Through Packard transformers this high voltage is stepped down to a workable value and adapted to the needs of your particular farm.

Through Packard transformers the huge dams, the giant generators, the miles of transmission lines of the province-wide Calgary Power — Farm Electric Service system, are harnessed to meet your individual electrical requirements efficiently and economically.

PACKARD WATT-HOUR METERS

Accurately measuring the electricity you use is important to both you and your Farm Electric Association. We are proud that Packard Meters fulfill all requirements for this job and are used by Farm Electric Service in thousands of homes throughout Alberta.



Built For Accuracy and Long Life!

Serving Canadian
Electrical Users

for
60 YEARS
SINCE 1894

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Stronger Than A Horse . . .

Did you know that a kilowatt of power used for an hour (a kWh.) is the equivalent of 1.34 h.p.? In other words, a kilowatt-hour is even more powerful than a horsepower.

To put it another way, one kilowatt-hour is equal to 28 average man-hours of labor.

Despite this impressive manner, Rural Kilowatt is so very strong that he can handle the most rugged farm chores or do the heaviest industrial jobs.

Rural Kilowatt's "wages" are so low that the power companies claim with justification that "his wage for services are still the best bargain in the country."

The possibility that he could be more economical still could develop some other hydro site on the Bow, or to utilize coal or gas for steam plants is being carefully considered.

Horsepower — One h.p. equals .746 kilowatt (roughly three-quarters of a kilowatt) or 746 watts.

What Of The Future?

The co-operative method of farm electrification now being carried out in Alberta is the best and most popular system. In this plan the farmers are completely in charge of the decisions themselves. They decide whether or not electric service is economically beneficial to them, in their area. Also the farmers in co-operation with each other, and in co-operation with those who carry out the actual construction work can, and do, assist materially in keeping construction costs at a minimum.

The farmers are proud of their efforts and have a great feeling of accomplishment when a project is completed and the lights are turned on. They know that the people of the province will have to pay for rural electrification in the same manner as they do directly. Those who through their own initiative have achieved this goal are very jealous of their position and would not stand for an

increase of rate to subsidize projects which are too costly by virtue of the fact that the service was being extended to too sparsely settled areas.

Service to the farmers supplied by Calgary Power and other power companies is supplied at cost. The farmer does not pay a rate for the first cost of transmission lines from whence the service to his area originates, but because he does pay for the actual rural lines, he enjoys a low energy rate for the power he uses.

Calgary Power's program calls for the extending of service to 10,000 farms per year for the next seven years. Canadian Utilities and Northland Utilities also have projects on something about the same ratio per mile of transmission line. The cost of the equipment and supplies available, this is just about the maximum number of farms which could be connected by the end of 1954.

The saturation point is far off, the future and plans are laid well ahead to keep pace with the program.

During last year Calgary Power and Farm Electric Services purchased 56,851 poles. This represents 379 carloads. It also represents almost 100,000 poles which could be purchased from all suppliers during the year. With the farm electrification, transmission lines and distribution systems expansion program now going on all across Canada and in the United States, the suppliers of poles and many other items of materials are going all out to keep up with the demand.

Rural electrification to new areas is going ahead on schedule. As far as new transmission lines will be built by the power companies in new locations and many of these are now in the planning stage. This will add to the farm's electric bill, but it will

make the rural station service close to areas where supplying service to such areas now, because of their remoteness from present transmission lines, would be very costly.

There is a woman in the Farm Electrification Cooperative Association plan whom we haven't mentioned. It is the farmer's wife. She has been one of the most effective forces in the successful program that has been made. Not only has she been enthusiastic in supporting the forming of the associations, but in many cases she has been the go-between for the construction crews at reasonable cost. Mrs. Farmer gets her reward when the power is turned on, but she has the opportunity of obtaining all the electrical household appliances to take much of the drudgery out of household tasks.

It is gratifying to note that recognition is given, in the farm sale market, to the investment made by farmers in getting farm electrification. Under the "Farms for Sale" section of the farm papers it is noticeable that farms with electrification command a much higher price than those without. The difference in price is more than double the amount of money the farmers have invested in line construction costs and building wiring costs to get the power.

Farmers through Rural Electrification Co-operative Associations are accomplishing a job in a successful way which cannot be accomplished as well or at as reasonable cost by any other agency, and doing it themselves without calling on the taxpayers for help.

WHO AND WHAT IS FARM ELECTRIC SERVICES LTD. . . .

Within the territory served by Calgary Power Ltd. the farm population is becoming used to seeing bright orange trucks bearing the insignia "Farm Electric Services Ltd." The farmers know that this is the organization which does the physical work of building the farm electrification lines — often with the help of the farmers themselves.

Not everybody knows that there is a close family relationship between Farm Electric Services Ltd. (F.E.S.L.) and Calgary Power Ltd. The former is a wholly-owned company of the latter — a non-profit company organized for the sole purpose of building and operating farm lines.

F.E.S.L. has been promising 2,500 to 3,000 new farm connections per year for several years — but they more than match their objective each year. During 1953 F.E.S.L. connected just over 4,000 farms. If the weather holds in 1954, if materials are available in sufficient quantities and a sufficient number of men are hired, this vigorous young company should equal or surpass that figure.

Many of the fellows on the Farm Electric crews and their foremen are keenly interested in the farmers. In fact many farmers themselves and their sons have worked on the crews and have first hand knowledge of the work. There is a bed of roses, particularly during storms and in cold weather. The experience the farmers and sons obtain on these crews will stand them in good stead in future years. They will have an inside track on the methods of building lines and so forth.

The members of the crews, particularly the boys from the cities, sing high praises of the wonderful meals they get when they are fortunate enough to be able to board with a farmer. It has been said often to these young fellows by the farmer's wife, after they have tucked away a good meal, that she would rather feed them board and have them feed her.

Of course, it is always said jokingly, as nothing pleases a cook more than to have her food appreciated.

Electricity Is Safe —

If you use common sense. Common Sense Rules:

1. Employ a competent electrician to wire your home and farm buildings.
2. Use approved appliances, equipment and cords.
3. Never handle cords nor equipment with wet hands or while standing in wet places.
4. Be familiar with directions for using each piece of equipment and operate it according to these directions.
5. Extension cords should not be run under rugs, over nails, nor around pipes or radiators, nor out doors.

6. Always pull the plug — not the cord when disconnecting equipment.

7. Always replace a blown fuse with another of the same rating. Never use anything else than a fuse.

8. Never touch exposed wires until you have turned off the power.

9. Call the nearest Calgary Power office whenever your own service or the power line goes dead.



Through the deep freeze, Farm Electrification has banished forever the farm's traditional problem of perishable foods. Fresh-frozen vegetables and meats are now on the menu throughout the year.

Let's Farm Safely!



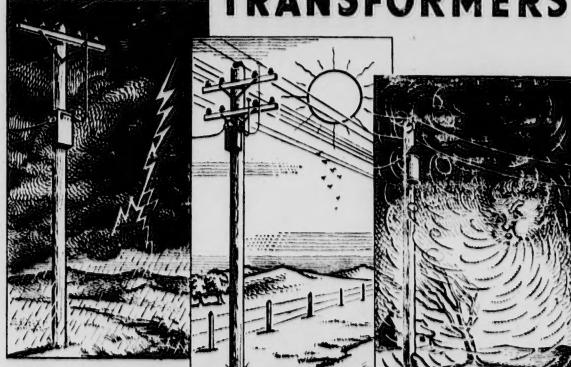
SERIES 11 SAFETY In The Farm Home

1. Do not use gasoline or solvents to clean fabrics indoors.
2. Keep medicines and poisons in a special cabinet and out of the reach of children.
3. Do not place vessels, pails or tubs of boiling water on floors.
4. Keep matches out of reach of children.
5. Make it a habit to keep handles of cooking utensils on the stove turned away from the front.
6. Do attend any local classes on first aid and artificial respiration.

ALBERTA BREWERS' AGENTS LIMITED Representing

BIG HORN BREWING CO. LTD.
CALGARY BREWING & MALTING CO. LTD.
SICKS' EDMONTON BREWERY LTD.
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MOLONEY TRANSFORMERS



Because
MOLONEY TRANSFORMERS
are built by SPECIALISTS
they help to make the
Electric Service to your
farm more dependable.

Through
Foul Weather
and Fair it's
**Continuity
of Service**
that
counts

MOLONEY ELECTRIC COMPANY OF CANADA LIMITED

DIDSBURY LIONS CLUB ANNUAL WINTER CARNIVAL

GRAND MARCH STARTS AT 8:00 p.m. — LED BY LIONS CLUB BAND

COSTUME EVENTS

Best Clown	Best Dressed Girl or Lady
Best Comic Boy or Man	Best Dressed Boy or Man
Best Dressed Couple	Best Comic Girl or Lady

Cash Prizes in all Events

You Will See
PE-LENTY of Nice Girls

— PERFORMING THE —
FAIRY DRILL — GYPSY DRILL
and the DEEP PURPLE WALTZ
Directed by MAE RINGHEIM
Assisted by DOROTHY RINGHEIM

SKATING RACES

Boys 6-8 Years	Girls & Boys pre-school age
Boys 9-10 Years	Girls 6-8 Years
Boys 11-12 Years	Girls 9-10 Years
Boys 13-14 Years	Girls 11-12 Years
Boys 15-16 Years	Girls 13-14 Years
Barrel Race	Girls 15-16 Years
Ladies' Open Race	

BICYCLE RACE — 15 YEARS AND OVER

YOU'LL SEE THE

Calgary Lions Club
Boys and Girls
Brass Band
In Their Colorful Uniforms

Public Skating

Will Follow the Performance



YOU'LL SEE THE

Troup of Majorettes
"RIBBON BATON"
"BELL BOTTOM BLUES"
"FLAG FANTASY"

—Under direction of Mrs. Florence Owens

Proceeds To Didsbury
Memorial Arena Fund

DIDSBURY MEMORIAL ARENA
FRIDAY, FEBRUARY 26

Admission: Adults, 50c; Students, 35c; Children, 25c



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We have a complete Home Planning Department to help you make those New Home Dreams a reality.

We'll show you how to plan extra living space . . . how to get more home value for your building dollar . . . how to create a home that FITS YOUR income and family needs.

Stop in or call 125 and we will be glad to see you

PROMPT, COURTEOUS SERVICE

ATLAS LUMBER CO. Ltd.
DIDSBURY, ALTA. *Phone 125*

LARRY SINCLAIR Manager

PHONE 125

BUILDERS February Furniture Sale

— STILL IN PROGRESS —

THIS WEEK'S FEATURE —

3-PIECE BEDROOM SUITE, walnut finish —
Bed, Chiffonier and Double Dresser **\$164.50**
Axminster Mat and Boudoir Lamp FREE
with above special

CUR SECOND FEATURE —

TYNAN CHESTERFIELD SUITE — Lovely Wool
Frieze Upholstery, Kant-Sag Construction, 10-
year guarantee **\$179.50**
Bonus Item — A Lovely Hostess Chair — FREE
with above special

ALSO ONE ONLY —

KNECHTEL MAHOGANY CHINA CABINET —
For only **\$89.50**
Now with 60-piece Set of Dishes — FREE
SEE OTHER SPECIALS THROUGHOUT
THE STORE !!!

Builders' Hardware

THE STORE WITH THE STOCK—AND A SMILE
G. C. LEEON, Manager **PHONE 7**

Specials....

NOEMA SPECIAL, 10 oz.	\$1.25
NEW ON HAND WITH AQUASIL-LENTHRIC, only	\$1.00
YARDLEY'S CREME ROUGE, new	85c
YARDLEY LOTUS SOAP SPECIAL —	
3 bars regular size, reg. price 50c each, with purse size bottle of Lotus Cologne and re- fill funnel, no extra charge, per set	\$1.50
RICHARD HUDDNUT MARVELOUS SHAMPOO. free with Richard Huddnutt Home Permanent Refill.	
RICHARD HUDDNUT CREME RINSE, 4 oz., free with \$1.25 Egg Creme Shampoo	
RICHARD HUDDNUT CREME BRILLIANTINE, 2 oz., free with \$1.25 Egg Creme Shampoo	
2 GIANT SIZE KOLYNOS, super white or chloro- phyli Toothpaste, reg. value \$1.38, 2 Tubes	89c

Law's Drug Store
The REXALL Store
PHONE 40 — DIDSBURY, ALBERTA

Little Items of Local Interest

Miss Pearl Weisberger of Calgary
visited over the weekend with Mr.
and Mrs. Fred Evans.

Mr. Tom Morris is skipping a rink
in the current Calgary bonspiel
with Elmer Pieper, Harry Richardson
and son Ron Morris giving him
a hand.

Mrs. G. H. Burke returned home
from Calgary this week after a visit
of several days with her sons there.

Mr. and Mrs. Joe Gibson of
Edmonton were weekend guests of
the latter's parents, Mr. and Mrs.
G. Burke.

—Three million units of penicillin,
at \$1.50. Law's Drug Store.

Variety program will be held at
Ruby Hall on Friday, March 5, at
8:30 p.m.

Mr. and Mrs. A. W. Reiber and
Dr. and Mrs. R. McKenzie motored
to Edmonton over the weekend to
visit friends.

The team on which Mike Haener,
formerly of Didsbury was playing
in the Yellowknife Club were well
in top of the standing until fire
destroyed the arena and halted opera-
tions for this season.

Jack Gillie, with the R.C.A.F. at
Camp Borden, Ont., has been going
great guns on the ice lanes. Playing
with an air force team he has
been picking up more than his
share of the goals and assists.

Mrs. Wm. Blore was the recipient
of seven lovely white orchids
sent to her direct from Hawaii last
week by Mrs. Alexander of Car-
stairs who is visiting the holiday
paradise.

WESTERDALE NEWS

From Our Own Correspondent

Eight tables of whist were en-
joyed at the home of Mrs. A. Jack-
son last Tuesday evening when top
honor went to Mrs. S. Statham and
Mr. D. Herbert, and consolations to
Mrs. J. P. Schrader and Mr. R.
Jackson. The next whist party will
be at the home of Mr. and Mrs. S.
Jackson on March 11.

A number of ladies attended a
quilting bee at the home of Mrs. W.
Herbert on Thursday afternoon
when a quilt was completed.

Mrs. W. Whaley returned home on
Monday after spending several
days of the previous week in Cal-
gary.

The Sunday evening volley ball
games commenced at the hall on
Sunday and will continue through
until the spring.

The school children and teacher,
Miss D. Hunt, had a very enjoyable
Valentine party at the school with
a number of the mothers attending.

Mr. A. Jones and sons motored to
Trochu on February 13, where they
spent an evening at the home of
Mr. and Mrs. A. Koch. Mr. and Mrs. W. Herbert were
Calgary visitors last Monday.

IN DIDSBURY IT'S

Ranton's

Your Home Town Store

All Wool Cardigan
Sweaters for Women,
mauve, green, grey &
rust, each **\$4.40**

Women's Nylon
Cardigans, white only,
each **\$6.49**

Women's All Wool
Cardigans, wine and
grey only, each **\$4.95**

New Prints, yard **75c**

Cotton Car Robes,
each **\$4.69**

Men's Work Pants,
pair **\$4.50**

Rubber Boots for all
members of the family.

Complete Range of
G.W.G. Work Clothes,
popular prices.

SHOP AT —

Ranton's

Your Home Town Store

Coming Events

Annual meeting of Lone Pine hall
board will be held March 1, 1954 at
8 p.m.

—Springside Group will hold a
social and card party on
March 8, at the Springside school,
8:30 p.m. Eight prizes will be
given away and a special
becher holder will be presented. Ladies
are asked to bring lunch, coffee will
be served. Admission 25 cents.

—Eric Ratledge, optometrist, as-
sociate of K. Roy MacLean,
announces the date of his next visit
as Monday, March 8, morning only,
at the Rosebud Hotel, Connaught in
city office, 1014 Greyhound Bldg.

—St. Hilda's Chapter O.E.S. Calico
Ball will be held in Melvin Hall on
April 23. Square dancing from 8:30
to 10 p.m., dancing from 10 p.m.
to 2 a.m. Prizes for square dances
and best dressed couple. Admission
\$1.00 per person, lunch included.

—The Redeemer Lutheran Walther
League will present a Variety Con-
cert on Wednesday and Thursday,
Feb. 24 and 25 at 8:00 p.m. in the
basement of Redeemer Lutheran Church. Admission 35c and 50c.

EAST NOTES

From Our Own Correspondent

Intended For Last Week

Ladies, there has been a slight
change for the next meeting which
is going to be held in March. It
will be held on March 3rd instead
of the 10th. Mrs. Owen Milne and
Mrs. Ehrat were nominated as
delegates for the conference at
Didsbury.

Mr. and Mrs. Alfie Thompson
spent a few days in Calgary last
week, returning on Saturday.

Mr. and Mrs. Stanley Schumaker
were Friday supper guests with the
former's parents.

Mr. and Mrs. Walter McCulloch
and family were Sunday supper
guests with Mr. and Mrs. Gussie
Bitter and family.

Congratulations are extended to
Mr. and Mrs. James McCulloch on
their silver wedding anniversary
which was on Feb. 14th, also to
Mr. and Mrs. Otto Bittner who
celebrated their 21st anniversary
on the same day. Mr. and Mrs. Jack
Balderson of Carstairs celebrated
their 18th anniversary as well on St.
Valentine's Day.

Mr. and Mrs. Schumaker, Reg
and Mrs. Pete Neufeld all motored
to Calgary last Thursday on busi-
ness.

Mr. and Mrs. Pete Neufeld and family
motored to Calgary on Sunday to visit with their daughter Pat,
and family. Mrs. Neufeld remained for a few days.

Joyce Schumaker and Patricia
Spragg spent the weekend with the
latter's parents.

Mr. and Mrs. Schumaker and Joan Hoeght
of Olds called on the former's
parents on Sunday.

CARD OF THANKS

The Redeemer Lutheran Ladies' Aid
wish to thank all those who
helped to make their tea a success,
and those who attended. Also those
who helped and donated food.

MRS. H. FISCHER

LATE CLASSIFIED
HELP WANTED — Lady or man
for grocery store. Experience
preferred. Apply Box M, Pioneer
Office.

Mr. Richard Law, of the local
branch of the Royal Bank, has re-
ceived word he has been transferred
to Camrose and will leave on Mon-
day for that point.

— St. Cyprian's Anglican Church
will hold Sunday School at 11 a.m.
and Holy Communion at 11:45 a.m.,
February 28. Canon Morgan will
celebrate.

Shades of Spring! Mr. W. Taylor
was showing us a butterfly on Mon-
day which he caught in the east
end of town.

DONATIONS REQUESTED

Those people who were unable to
contribute to the Folio Fund when
the canvassers called, but promised
donations, are asked to give them
now. The Bank will be pleased to
receive these at the Branch, and
official receipts will be issued.

This should be done as soon as pos-
sible as the fund may be closed.

BIRTHS AT THE DIDSBURY

MUNICIPAL

To Mr. and Mrs. Peter DeLeeuw,
of Cremona, on Feb. 18, a daughter.
To Mr. and Mrs. E. McKay, of
Carstairs, Feb. 18, a daughter.
To Mr. and Mrs. D. Rowntree of
Edson, on Feb. 23, a son.

Folkmann's Clothing

PHONE 124 — DIDSBURY

Sale Sale Sale

— AT —

Folkmann's

All Winter Stock
Reduced To Make Room
For Spring Stock

— SALE STARTS —

Thursday, Feb. 25

BERSCHT'S

For Spring and
Waterproof Footwear



Men's and Boy's
Rubber Boots

Men's and Boy's
Rubber Overshoes

Ladies' and Girls'
Rubber Boots

Ladies' and Girls'
Rubber Overshoes

Zipper or Pull-On Styles

SPRING WATERPROOF FOOTWEAR
Ladies' "Slix" Rubbers, colors to match your
outfit, in handy pouch for your handbag

J. V. Berscht & Sons

PHONE 36 — DIDSBURY



Twice Around the World . . .

More than enough wire to encircle the earth TWICE at the
equator has been used to supply the requirements for Farm
Electrification in Alberta to date.

In supplying a considerable part of this, Canada Wire has
played its part in the modernization of Alberta's farms for elec-
trical living and increased production.

CANADA WIRE & CABLE COMPANY

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